Applicants Docket No.: UV-208 : William L. Thomas et al.

Confirmation No.: 9814 Application No.: 09/974,529 : October ND METHODS FOR SUPPLEMENTING ON-DEMAN : SYSTEM

Filed Express Mail No. EDIA For EI125458452US : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Sheet 1 of 28 Attorney

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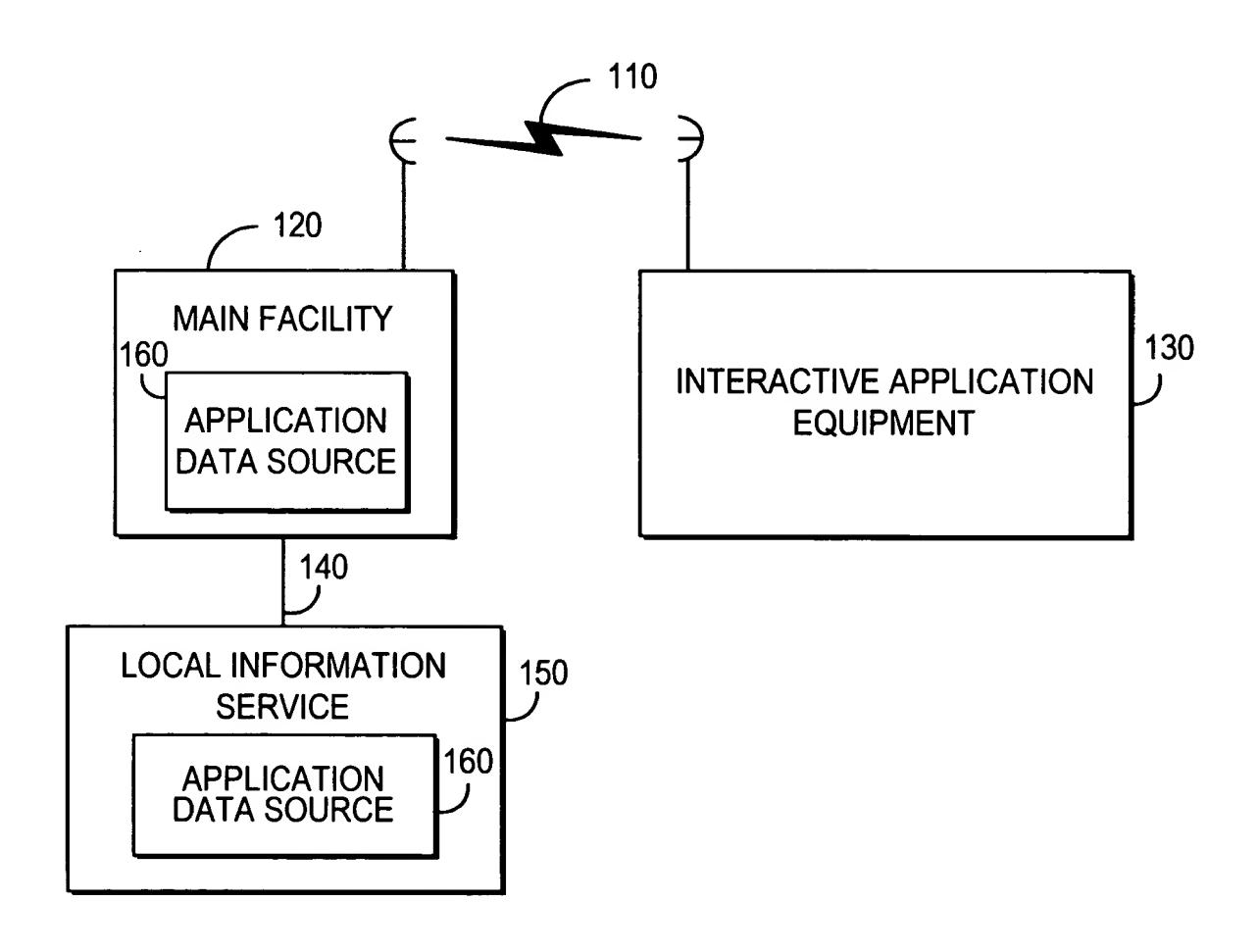


FIG. 1

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Attorney : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Sheet 2 of 28

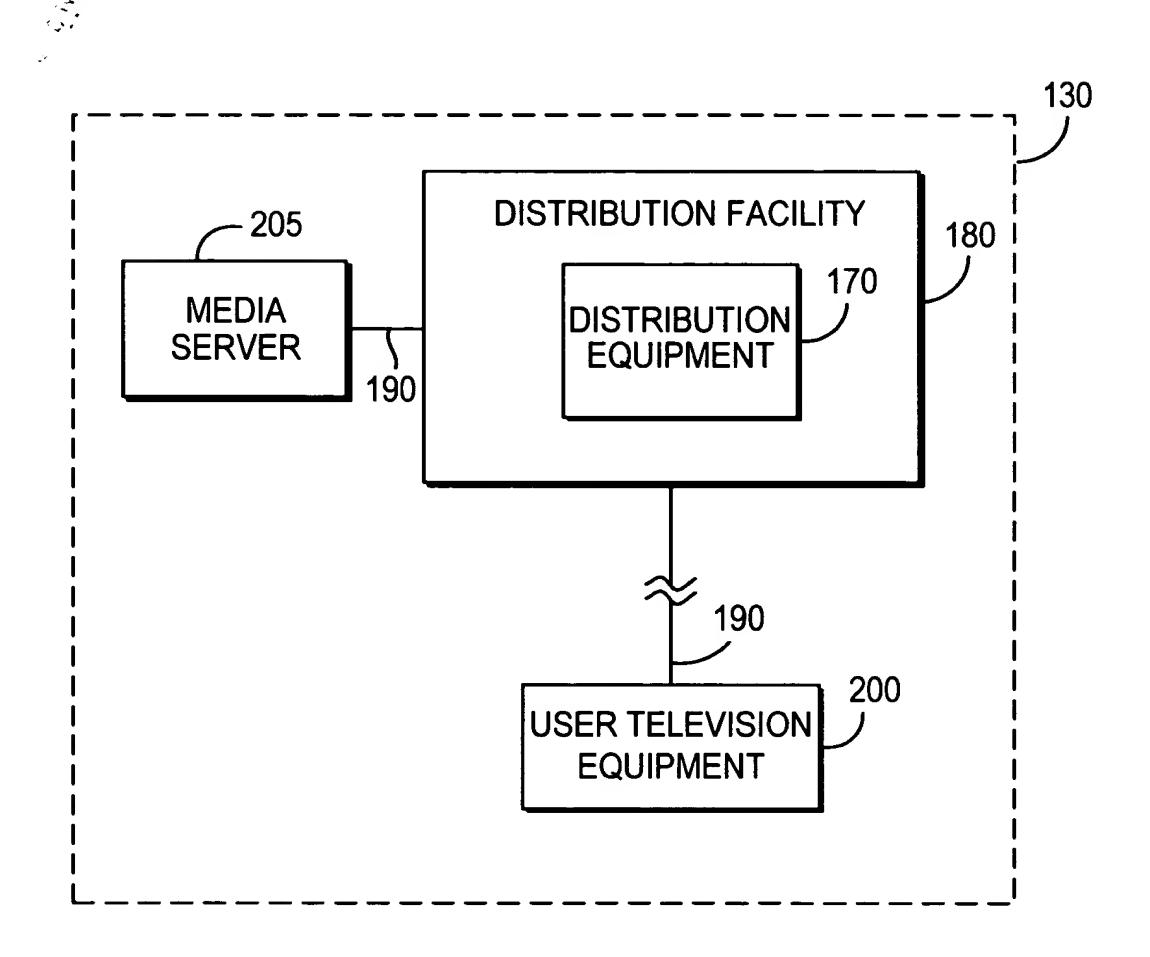


FIG. 2A

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Filed : October For

AND METHODS FOR SUPPLEMENTING ON-DEMANA : SYSTEM : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Sheet 3 of 28 Attorney

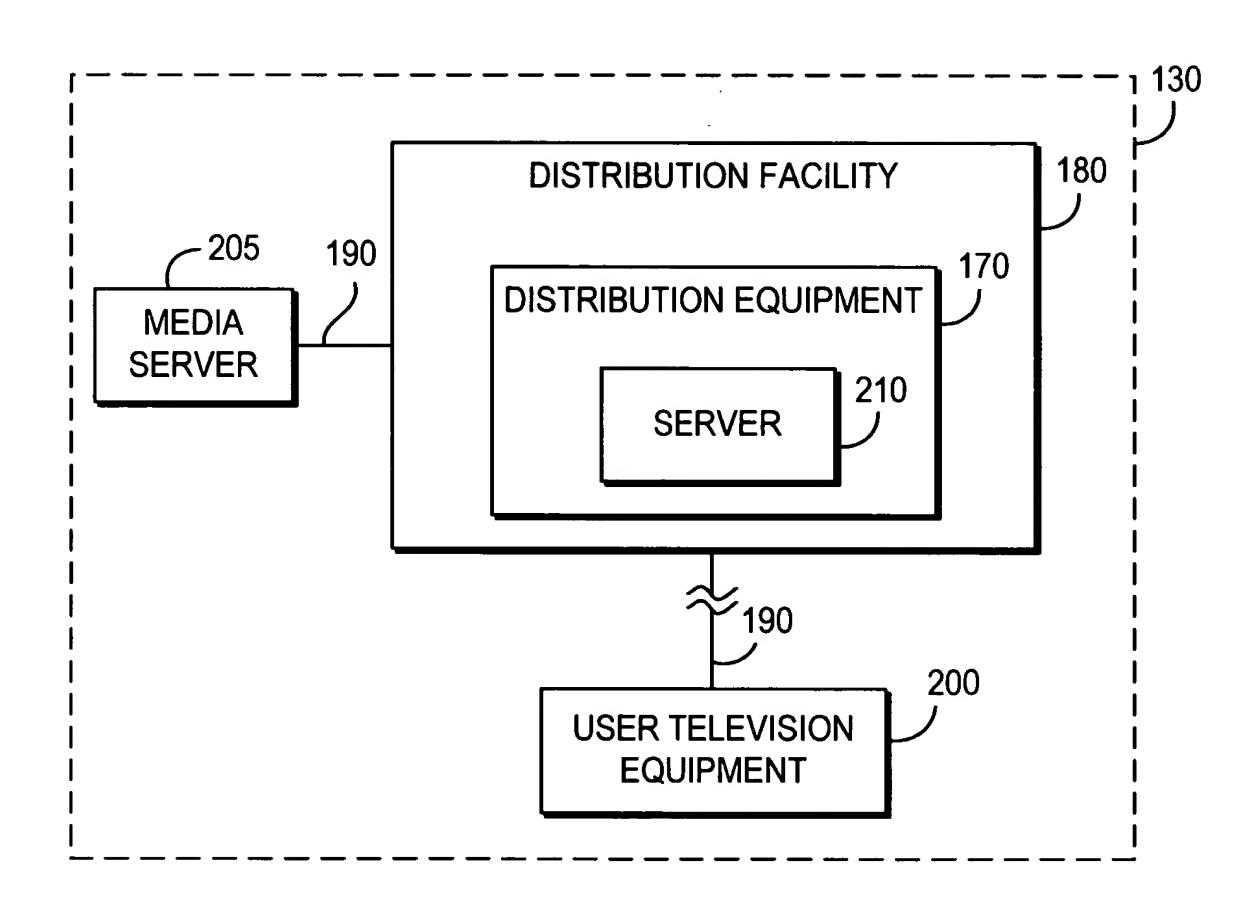


FIG. 2B

Application No.: 09/974,529 Confirmation No.: 9814

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For : SYSTEM AND METHODS FOR SUPPLEMENTING ON-DEMAN. EDIA
Attorney : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Sheet 4 of 28

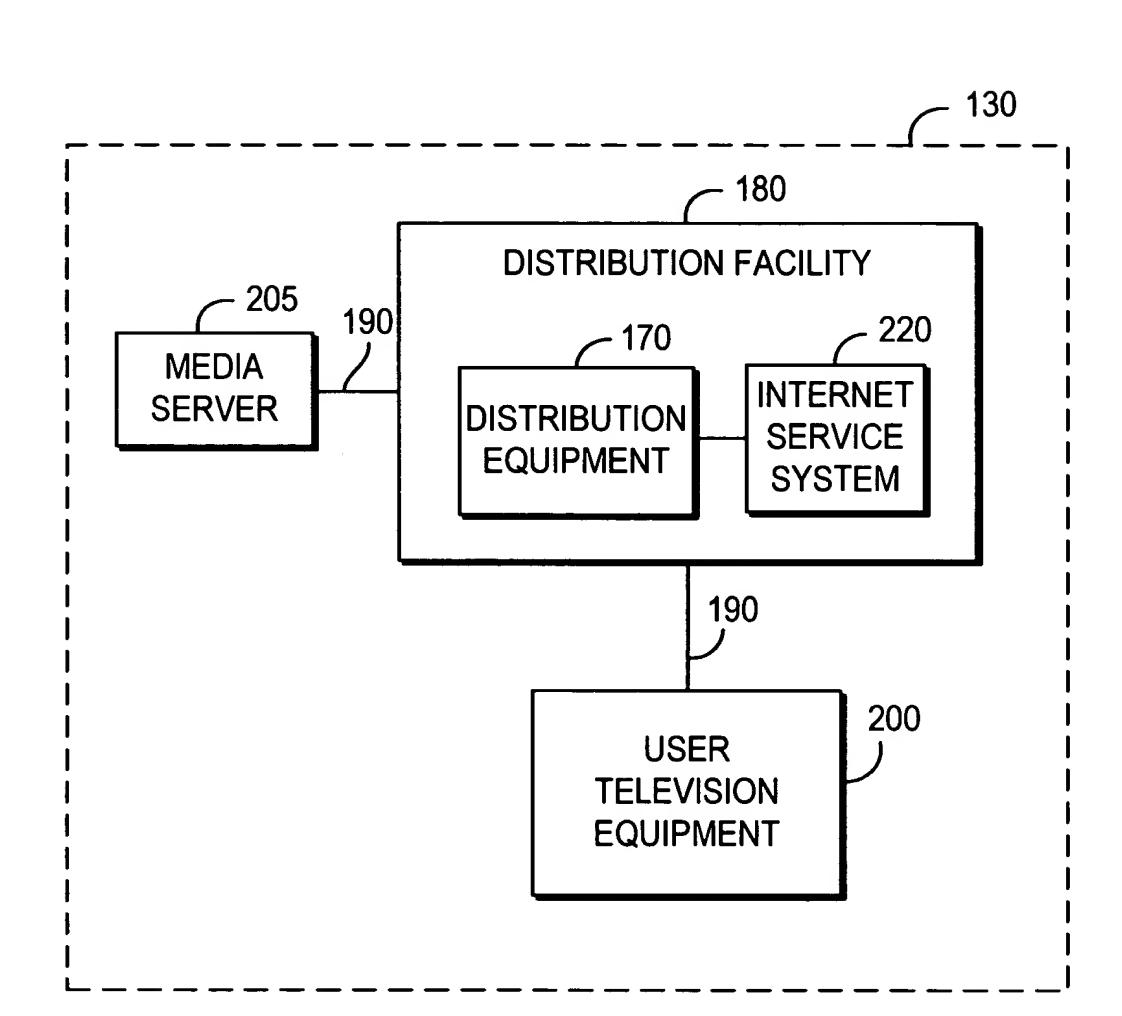
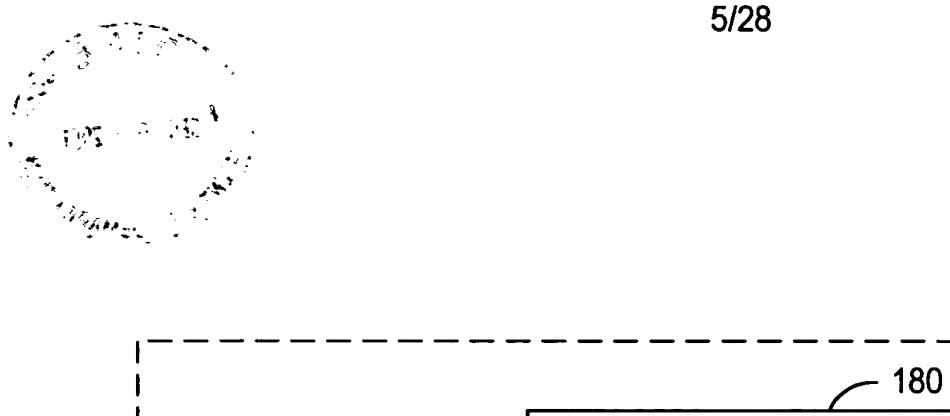


FIG. 2C

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: October AND METHODS FOR SUPPLEMENTING ON-DEMANA For : SYSTEM : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Sheet 5 of 28 Attorney



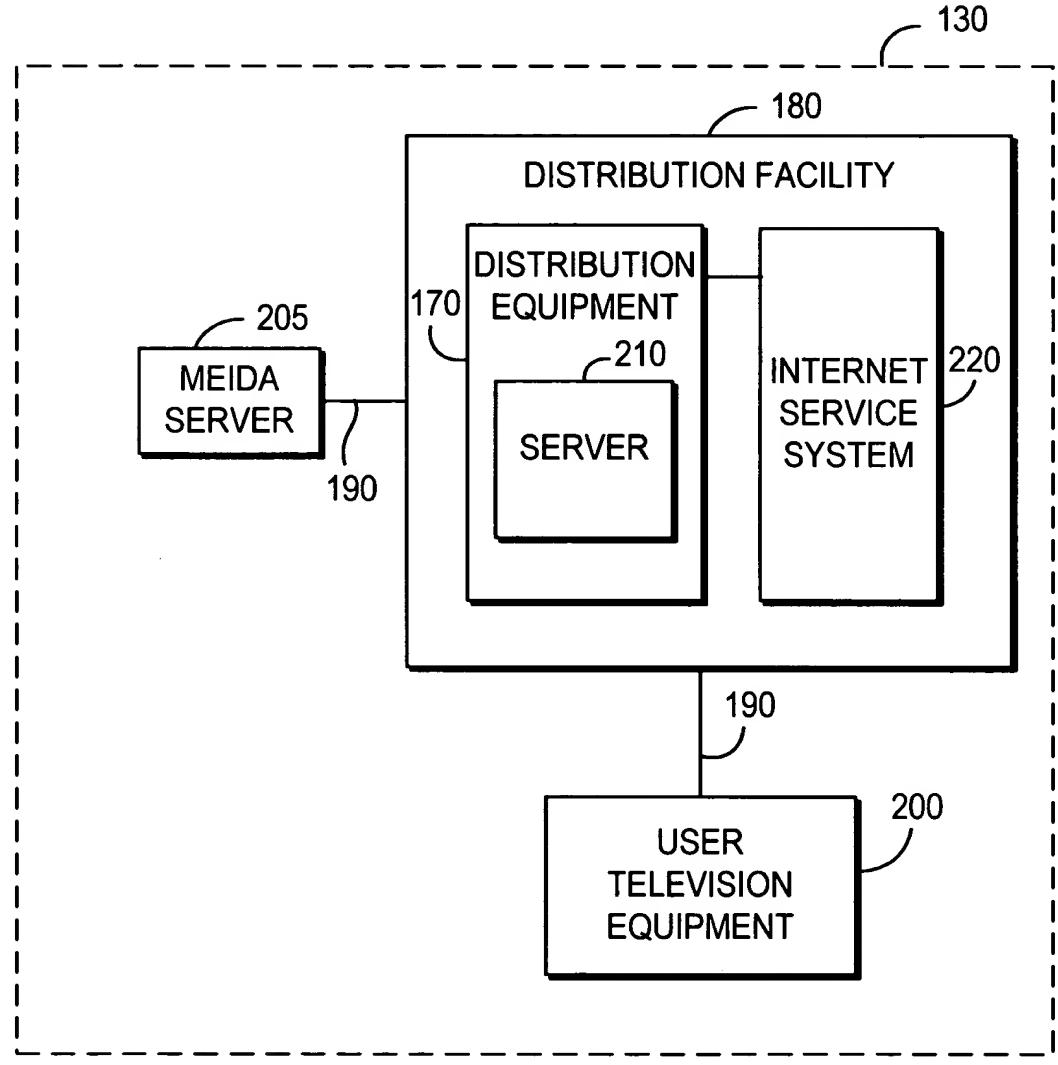


FIG. 2D

Applicants: William L. Thomas et al.

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For: SYSTEME ND METHODS FOR SUPPLEMENTING ON-DEMANN EDIA

Attorney: Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Sheet 6 of 28

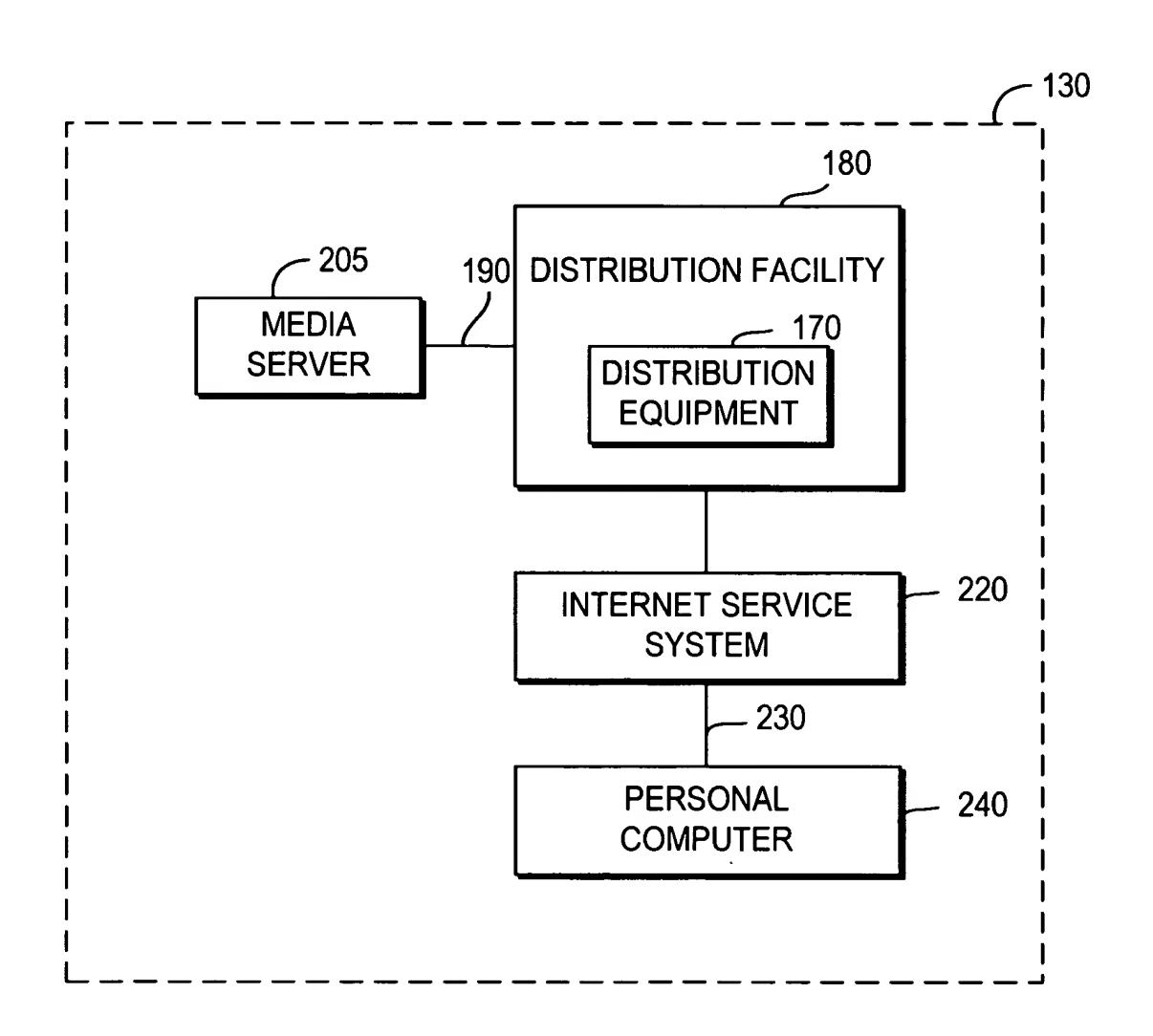


FIG. 2E

Applicants : William L. Thomas et al.
Application No.: 09/974,529 Confirmation No.: 9814

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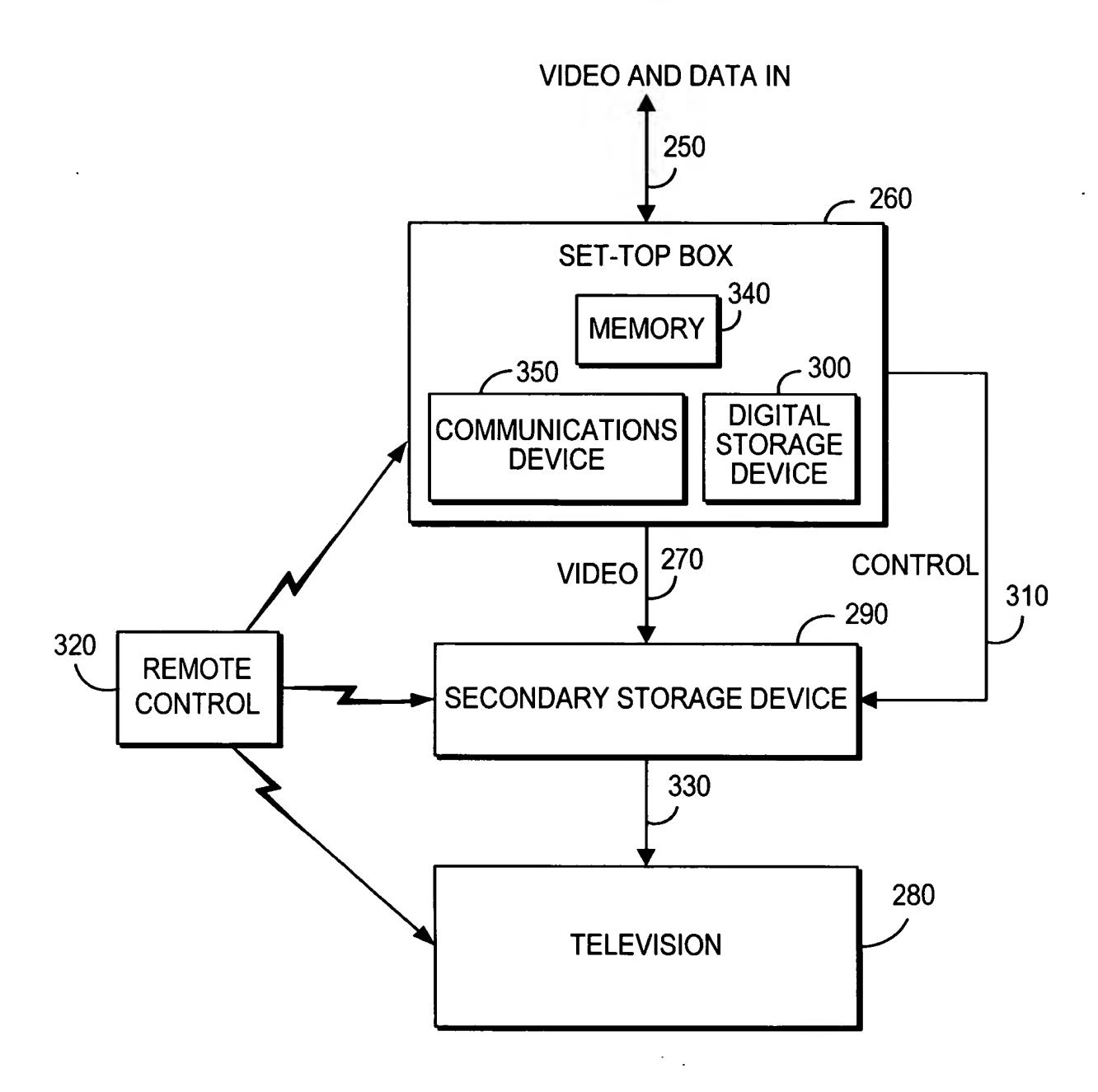


FIG. 3

Application No.: 09/974,529 Confirmation No.: 9814
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For: SYSTEMS AND METHODS FOR SUPPLEMENTING ON-DEMAND EDIA
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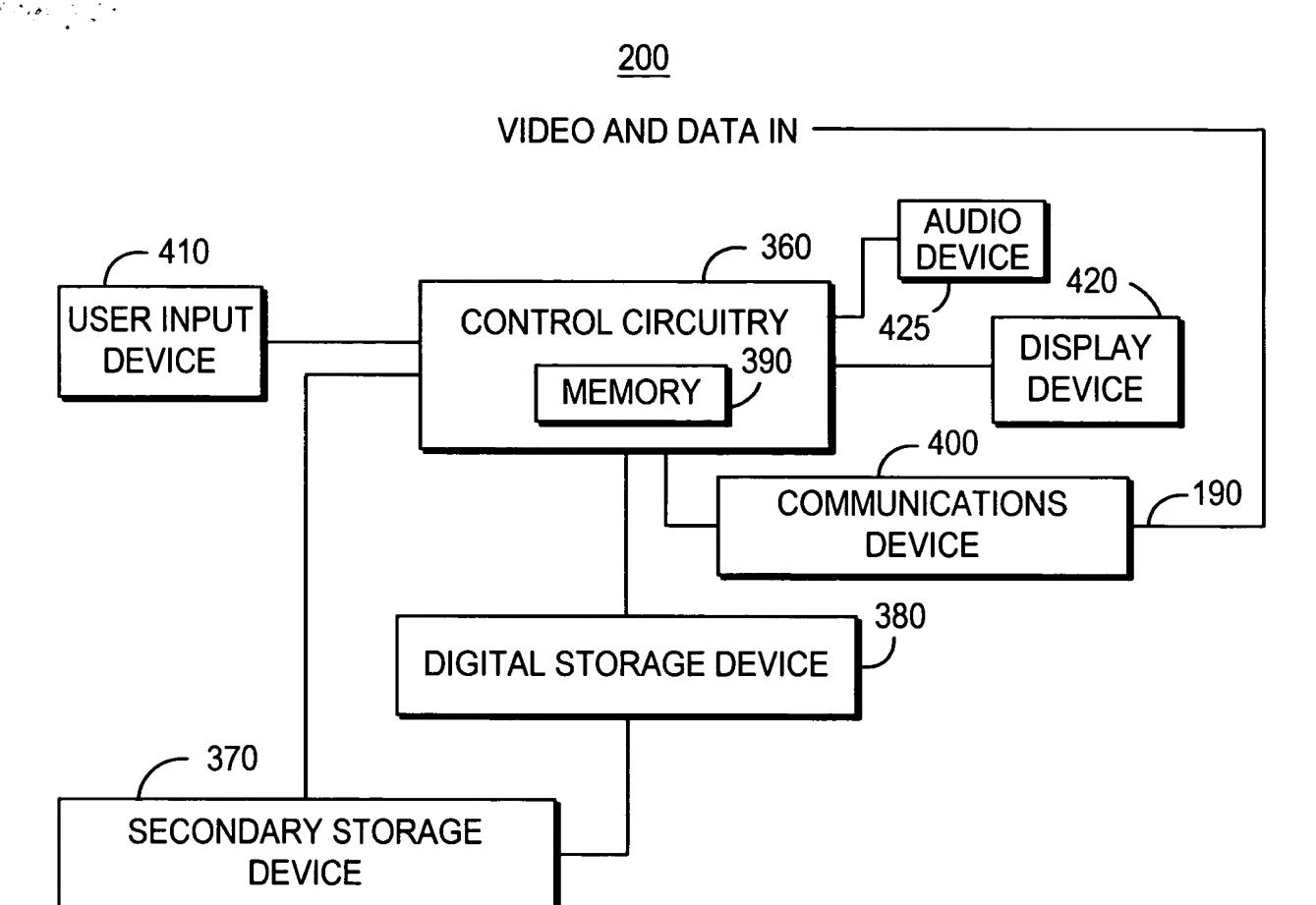


FIG. 4

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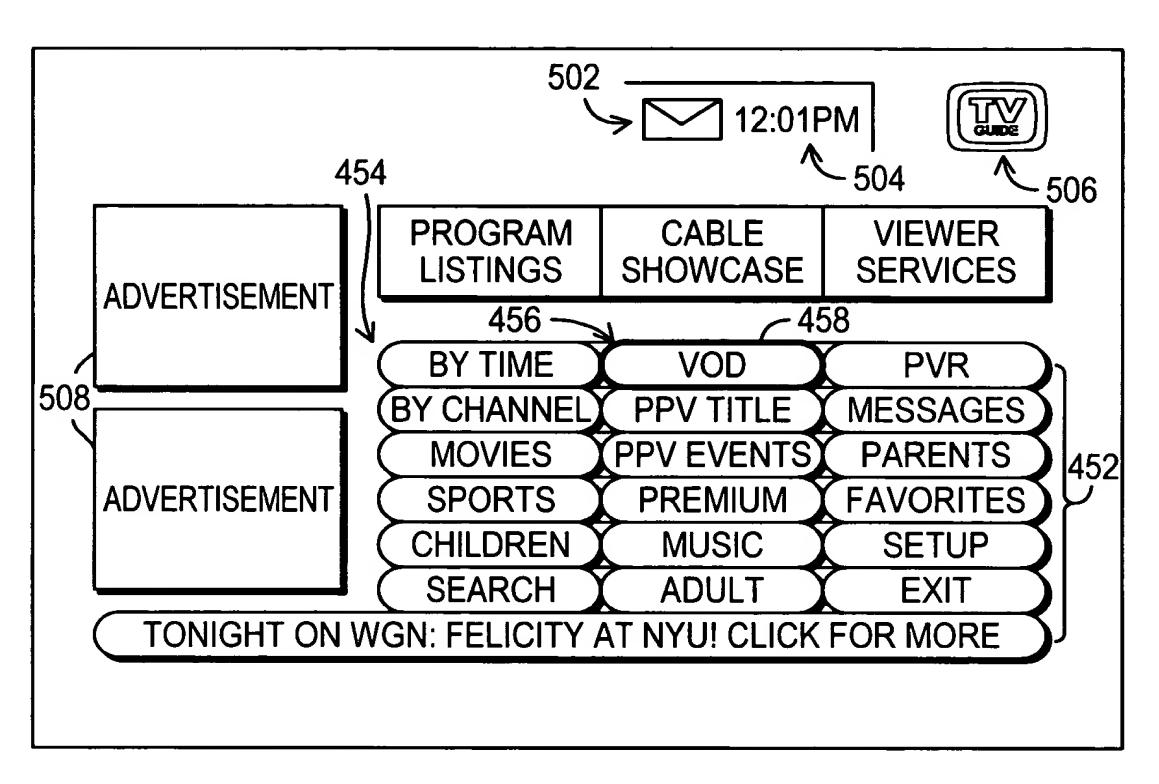


FIG. 5

Application No.: 09/974,529 Filed : October 9 ND METHODS FOR SUPPLEMENTING ON-DEMAND EDIA For : SYSTEM Sheet 10 of 28 : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Attorney 10/28 500 502 CABLE 12:01PM 504 506 512 VIDEO ON DEMAND **ADVERTISEMENT MOVIES A-Z FAMILY NEW RELEASES ACTION** 508 510 **SPECIALS** DRAMA CABLE PICKS COMEDY ADVERTISEMENT **COMING SOON KIDS** 514 **MOVIE SAVER THRILLERS** SETUP **CLASSICS** TONIGHT ON WGN: FELICITY AT NYU! CLICK FOR MORE

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FIG. 6

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Sheet 11 of 28 : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Attorney

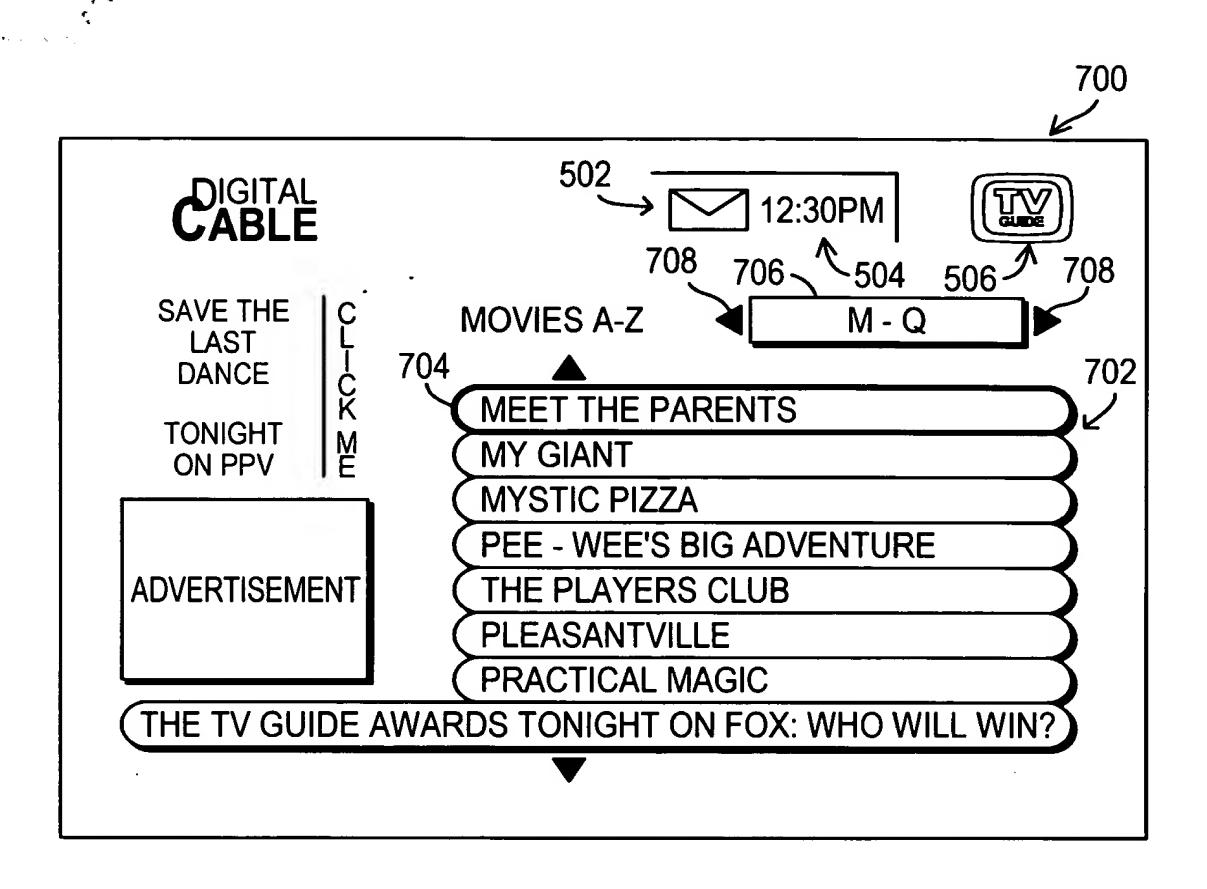


FIG. 7

Application No.: 09/974,529 Confirmation No.: 9814 Filed : October 9 : SYSTEMS ON METHODS FOR SUPPLEMENTING ON-DEMAND For : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Sheet 12 of 28 Attomey 12/28 750 506 TV GUIDE 6:30 PM 504 MAIL **◀** 8:00 PM WED▶ 502 GUIDE 98 COM) BENNY HILL 754 THE REAL WORLD **99 MTV** 754 100 SCIFI) LOST IN SPACE **ADVERTISEMENT** 754 101 NICK) I LOVE LUCY 754 102 SHO) THE WOOD 752 754 MEET THE PARENTS VOD 756 **MY GIANT** VOD 756 RUSHMORE VOD 756 **ADVERTISEMENT**

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FIG. 8

13/28 800 DIGITAL 7:01PM 802 806 MEET THE PARENTS PG-13 SAVE THE LAST \$3.99 + FEES/TAXES DANCE TO ORDER, ENTER PURCHASE CODE 808 **TONIGHT** ME **ON PPV** MEET THE PARENTS (2000) **ADVERTISEMENT** BEN STILLER LEARNS THERE'S SOMETHING ABOUT MARRIAGE HE DIDN'T EXPECT IN THIS ROLLICKING HIT COMEDY. 804

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AND METHODS FOR SUPPLEMENTING ON-DEMAND MEDIA

Applicants

Attorney

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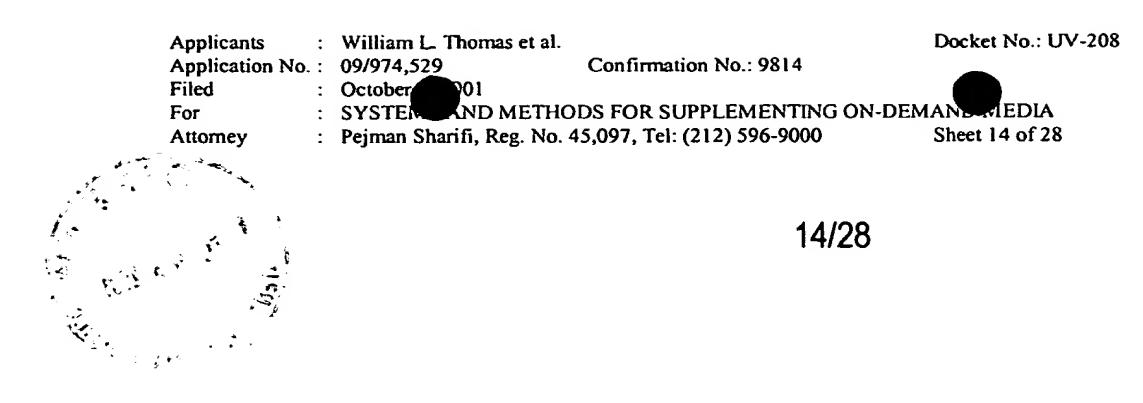
: SYSTEM.

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FIG. 9



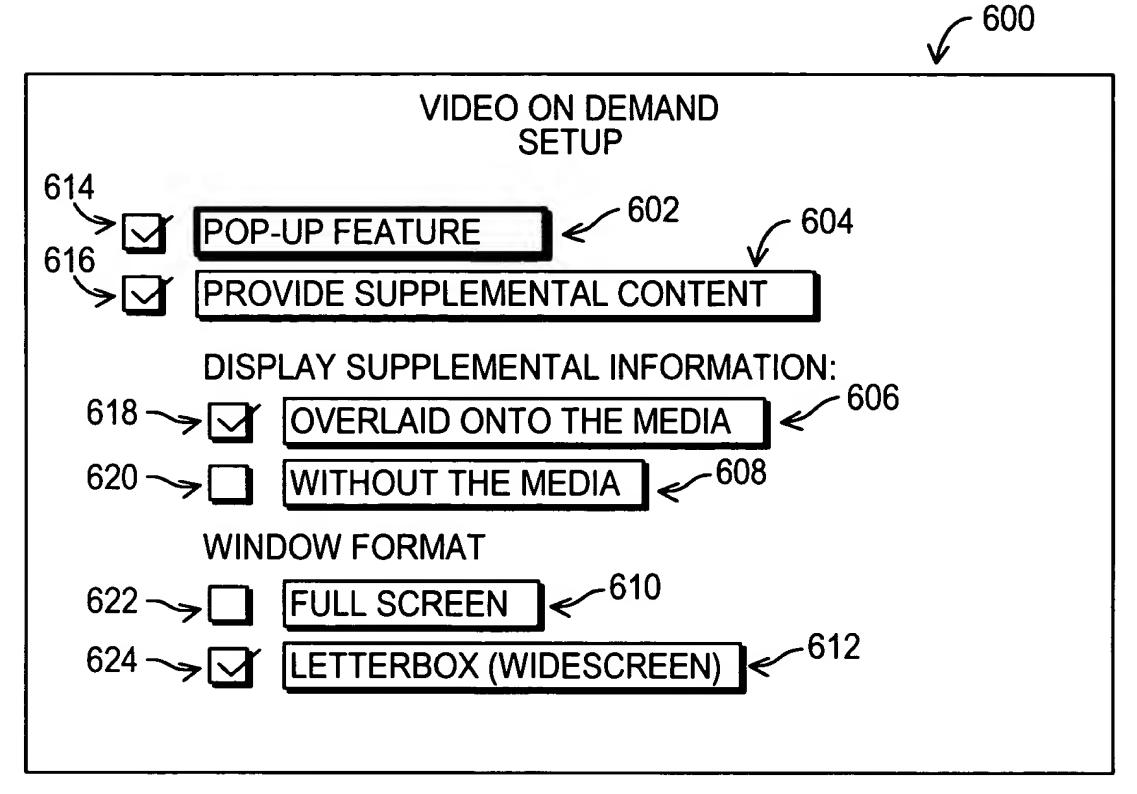


FIG. 10

Applicants : William L. Thomas et al.

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ND METHODS FOR SUPPLEMENTING ON-DEMANS MEDIA : SYSTEM For : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Sheet 15 of 28 Attomey

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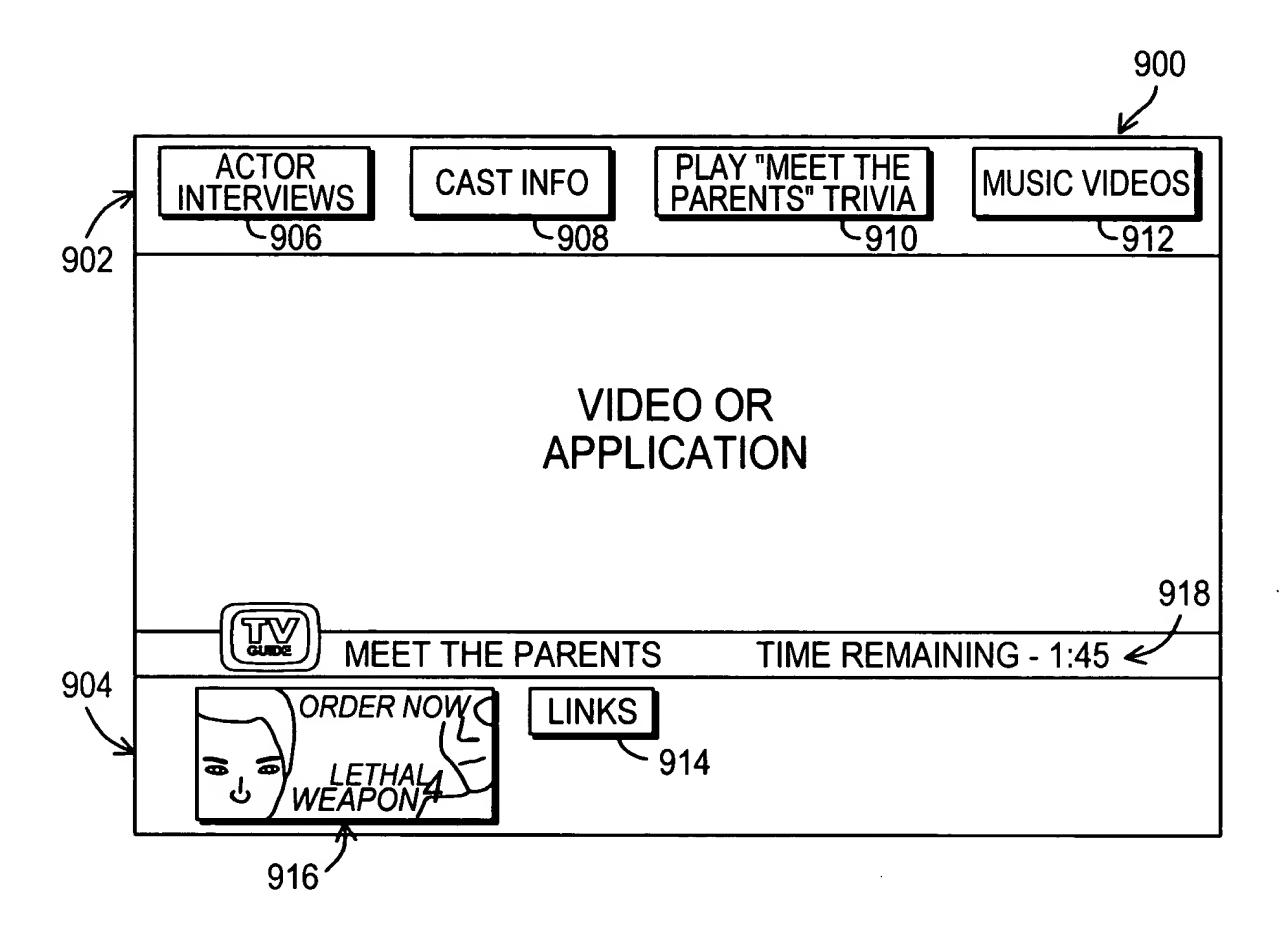


FIG. 11

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For : SYSTEM: AND METHODS FOR SUPPLEMENTING ON-DEMAND TEDIA
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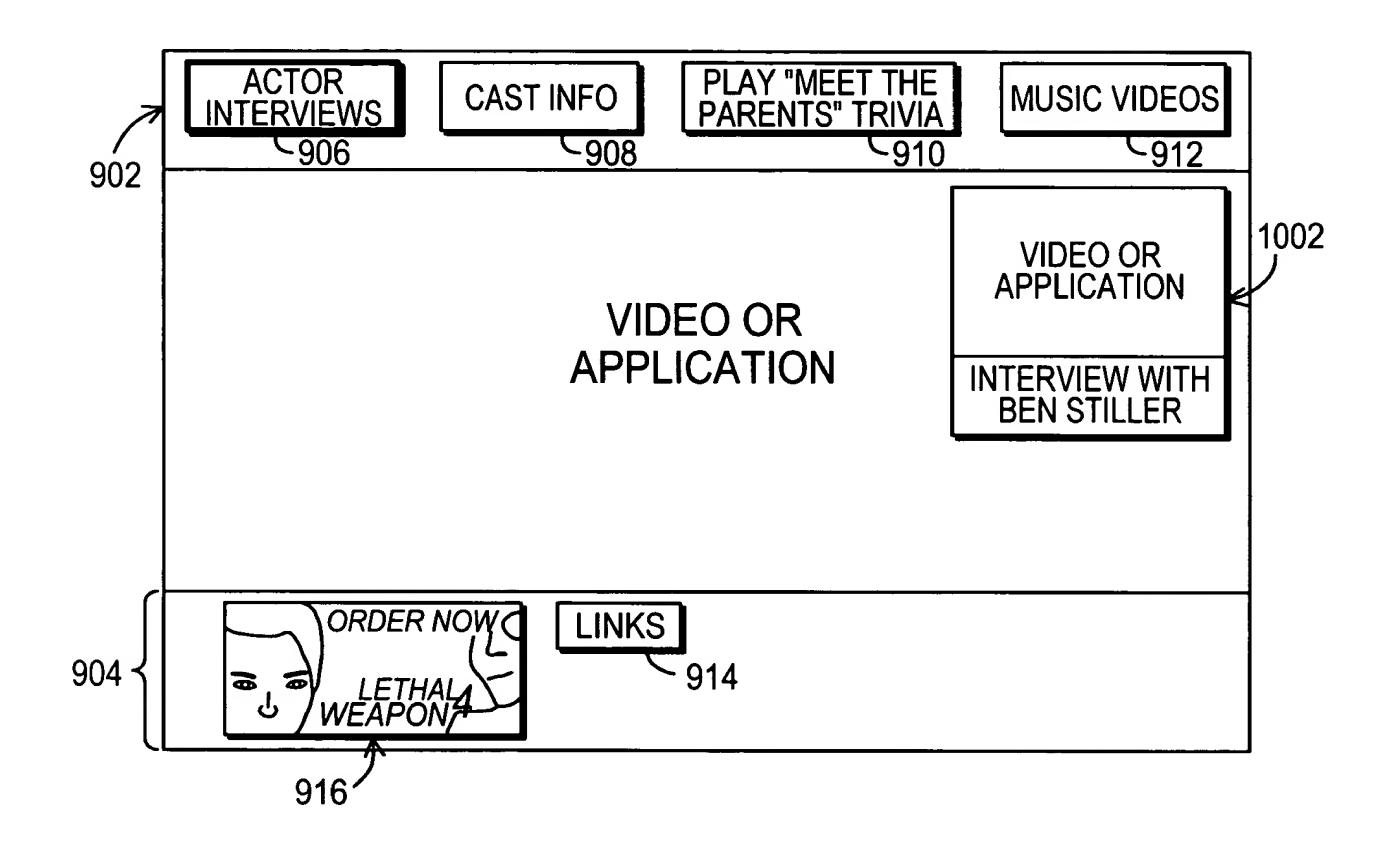


FIG. 12

Applicants : William L. Thomas et al.

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For: SYSTEM AND METHODS FOR SUPPLEMENTING ON-DEMAND MEDIA

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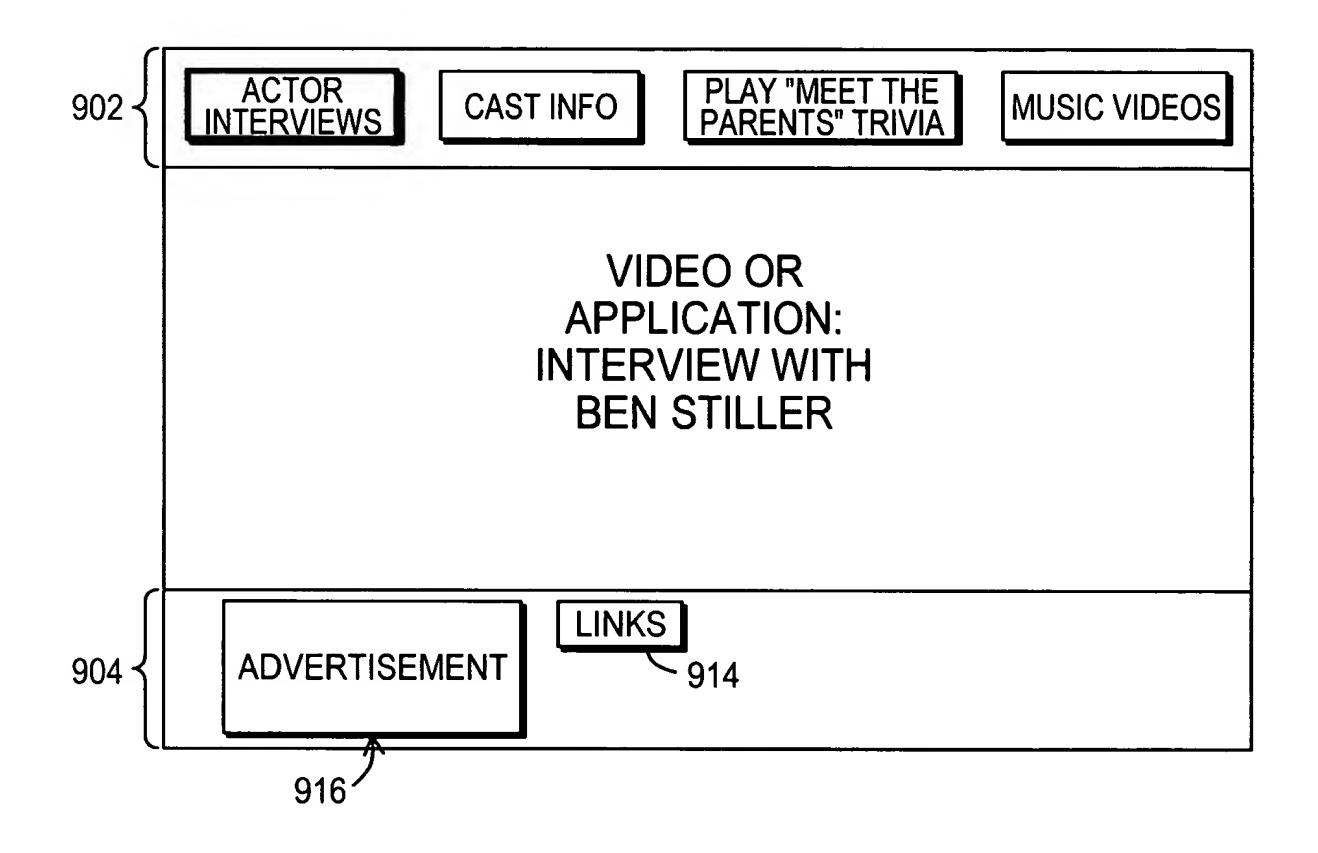


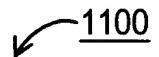
FIG. 13

Applicants : William L. Thomas et al.
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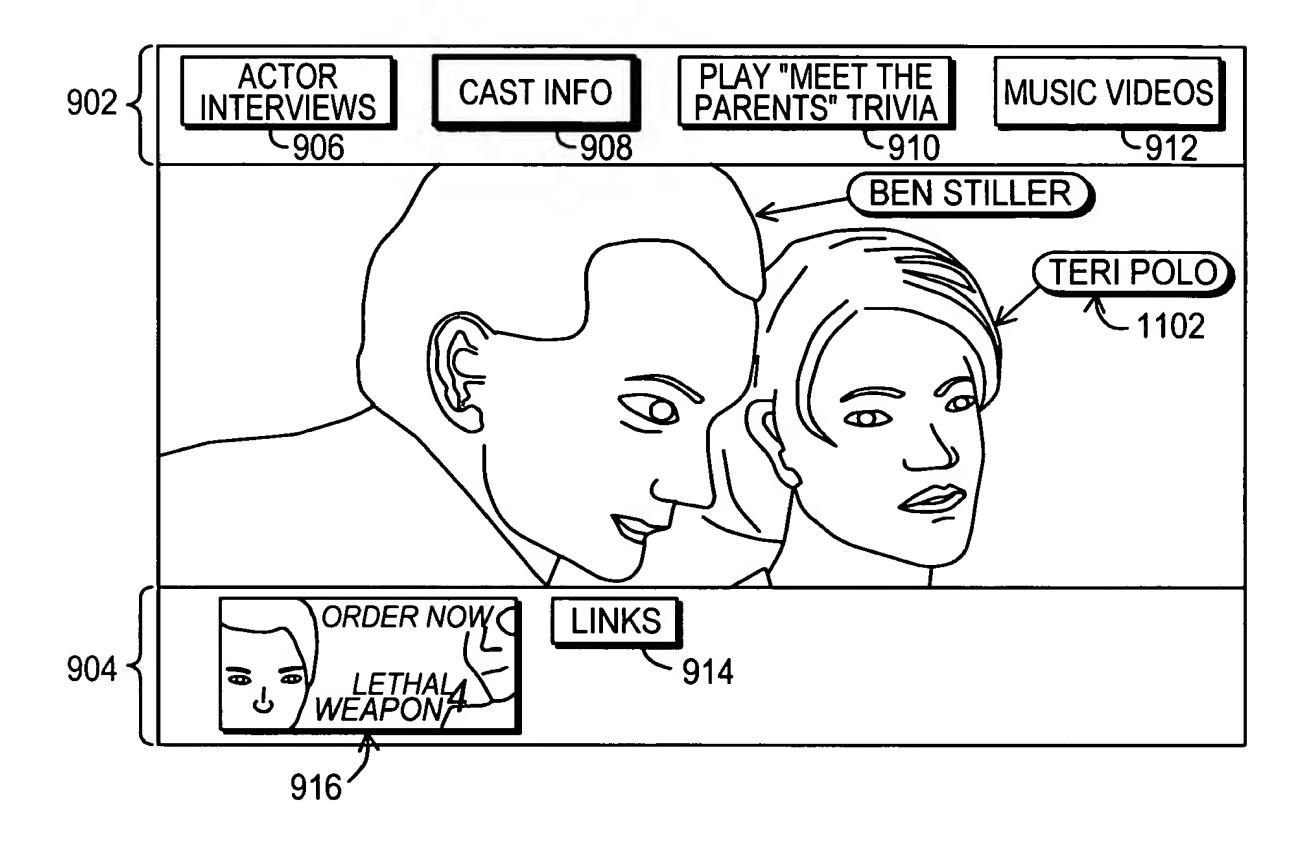


FIG. 14

Filed : October AND METHODS FOR SUPPLEMENTING ON-DEMAN MEDIA For : SYSTEM Sheet 19 of 28 : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Attorney 19/28 **—** 1200 PLAY "MEET THE PARENTS" TRIVIA ACTOR MUSIC VIDEOS **CAST INFO** 902 906 -908 910 912 GREG (BEN STILLER) - BOYFRIEND **CHARACTER INFO** BEN STILLER CAN ALSO BE SEEN IN: KEEPING THE FAITH (2000) MYSTERY MEN (1999) ZERO EFFECT (1998) THERE'S SOMETHING ABOUT MARY (1998) LINKS 1202 **ADVERTISEMENT** 916

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FIG. 15

Filed : October ND METHODS FOR SUPPLEMENTING ON-DEMANA **JEDIA** For : SYSTEM Sheet 20 of 28 : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Attorney 20/28 1300 ACTOR INTERVIEWS MUSIC VIDEOS **CAST INFO** 902 -908 906 -912 910 VIDEO OR **APPLICATION** THE PARENTS" TRIVIA ORDER NOW LINKS JACK (DENIRO)IS AN EX-___AGENT:
A: FBI C: USPTO
B: CIA D:EPA 914 904 1302 916

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FIG. 16

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Attorney : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Sheet 21 of 28

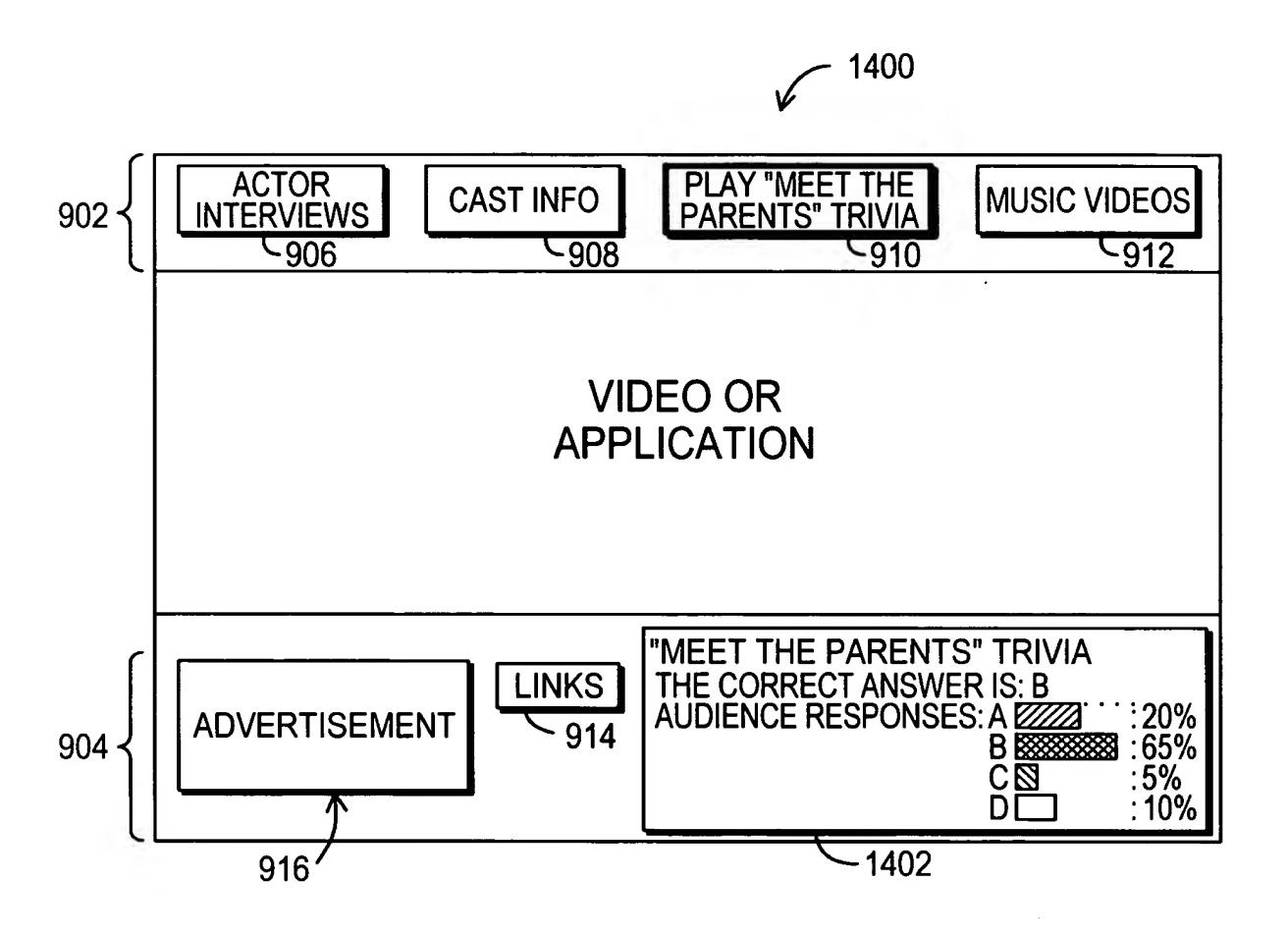


FIG. 17

Application No.: 09/974,529 Confirmation No.: 9814 Filed : October EDIA : SYSTEM AND METHODS FOR SUPPLEMENTING ON-DEMAN. For : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 **Sheet 22 of 28** Attomey 22/28 Tell of the second 1500 ACTOR INTERVIEWS PLAY "MEET THE PARENTS" TRIVIA **CAST INFO** MUSIC VIDEOS 902 -906 -908 910 -912 1502 BACKGROUND MUSIC:
"WHAT'S NEW PUSSY CAT"
BY TOM JONES VIDEO OR **APPLICATION** VIDEO OR APPLICATION ORDER NOW(**LINKS** 904 914

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FIG. 18

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For: SYSTEMS AND METHODS FOR SUPPLEMENTING ON-DEMANN EDIA
Attorney: Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Sheet 23 of 28

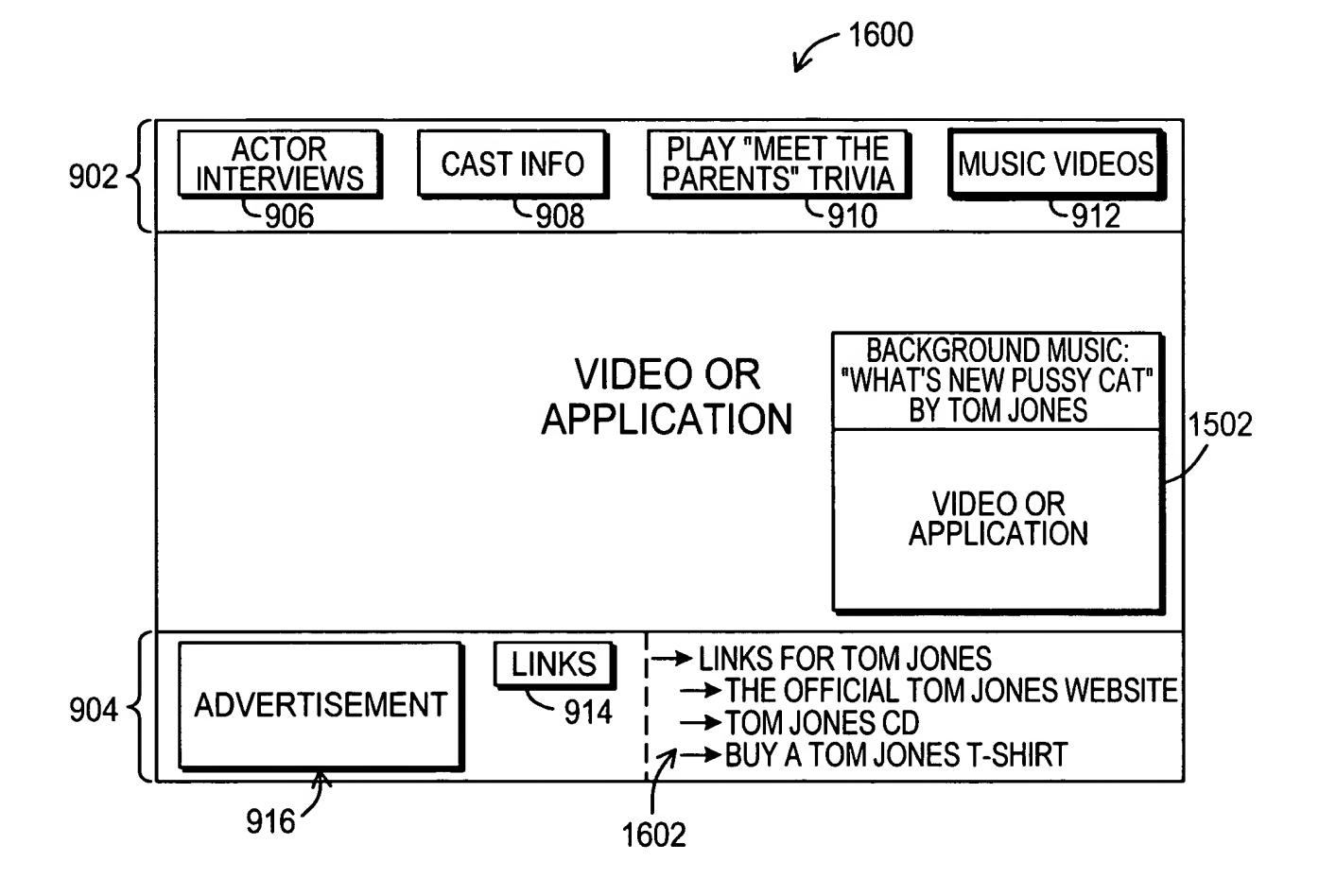


FIG. 19

Application No.: 09/974,529 Confirmation No.: 9814

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For : SYSTEMS AND METHODS FOR SUPPLEMENTING ON-DEMAN. EDIA

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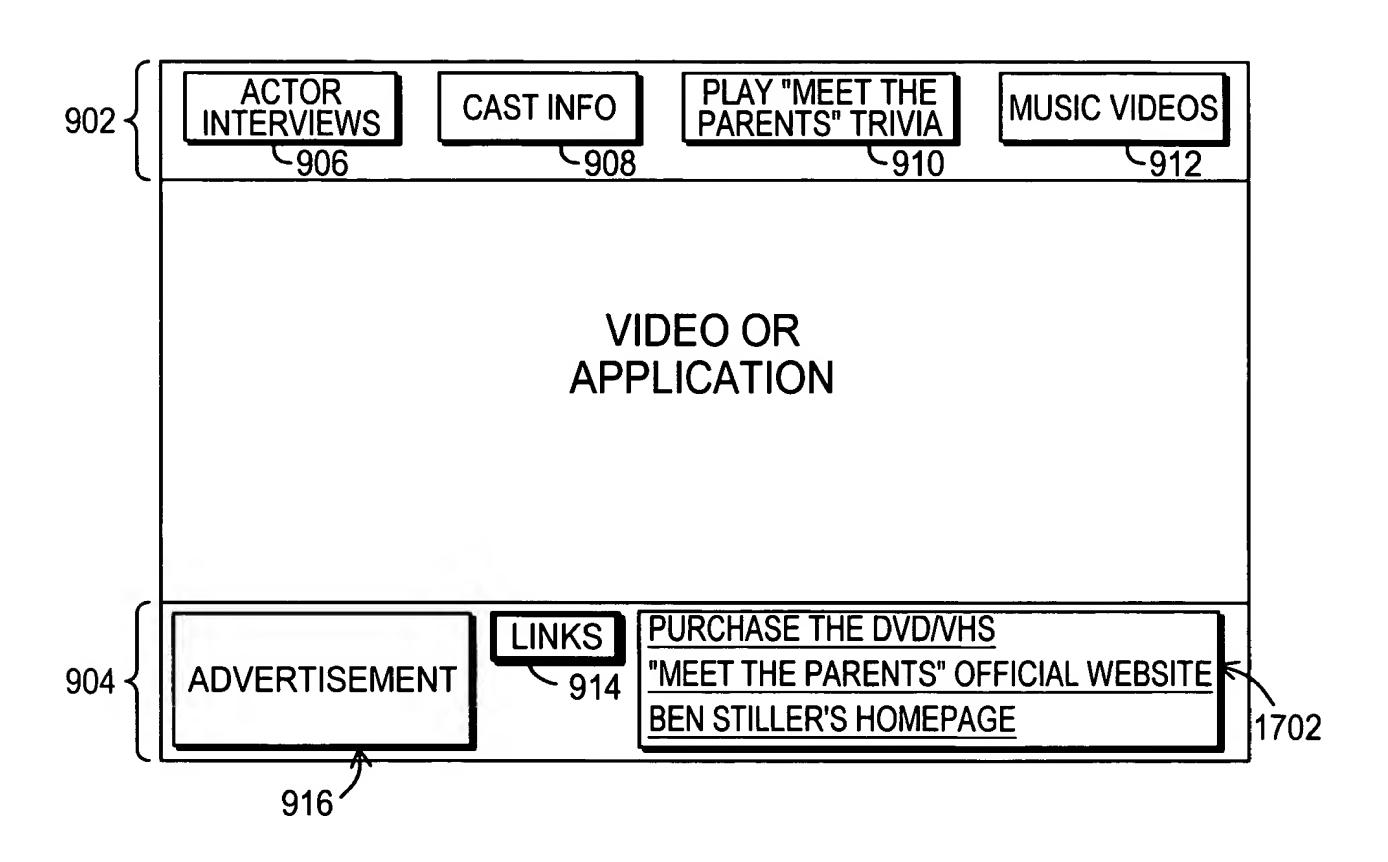


FIG. 20

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For : SYSTEMS AND METHODS FOR SUPPLEMENTING ON-DEMANS. EDIA

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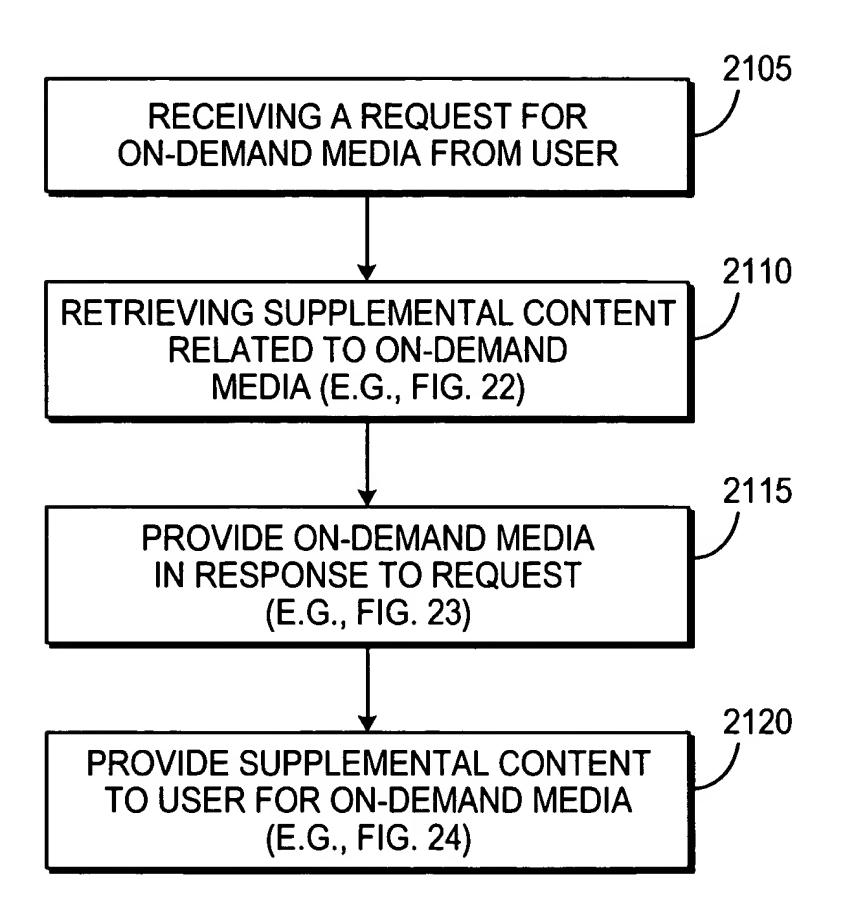
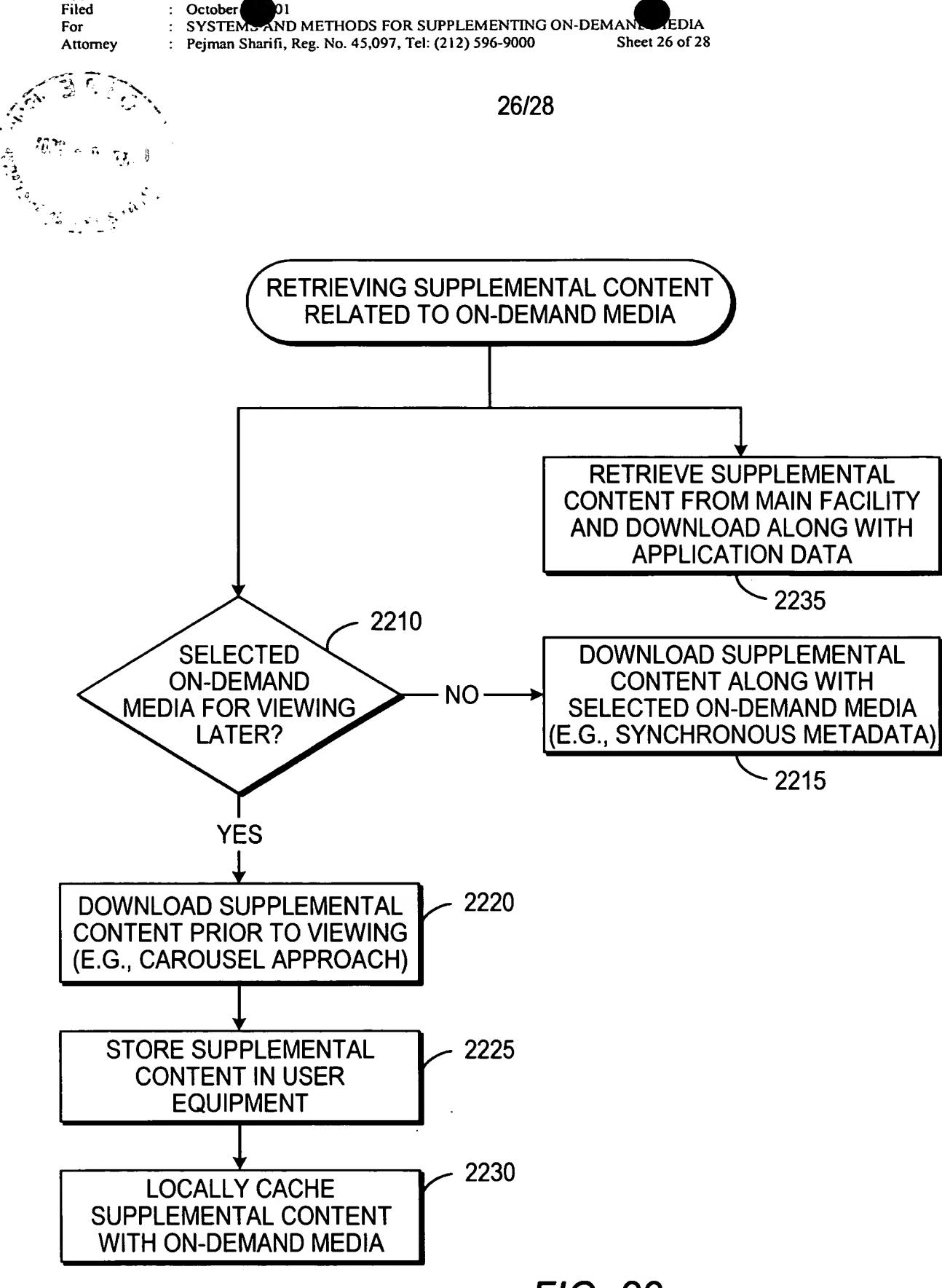


FIG. 21



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FIG. 22

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For : SYSTEMS-AND METHODS FOR SUPPLEMENTING ON-DEMAND EDIA

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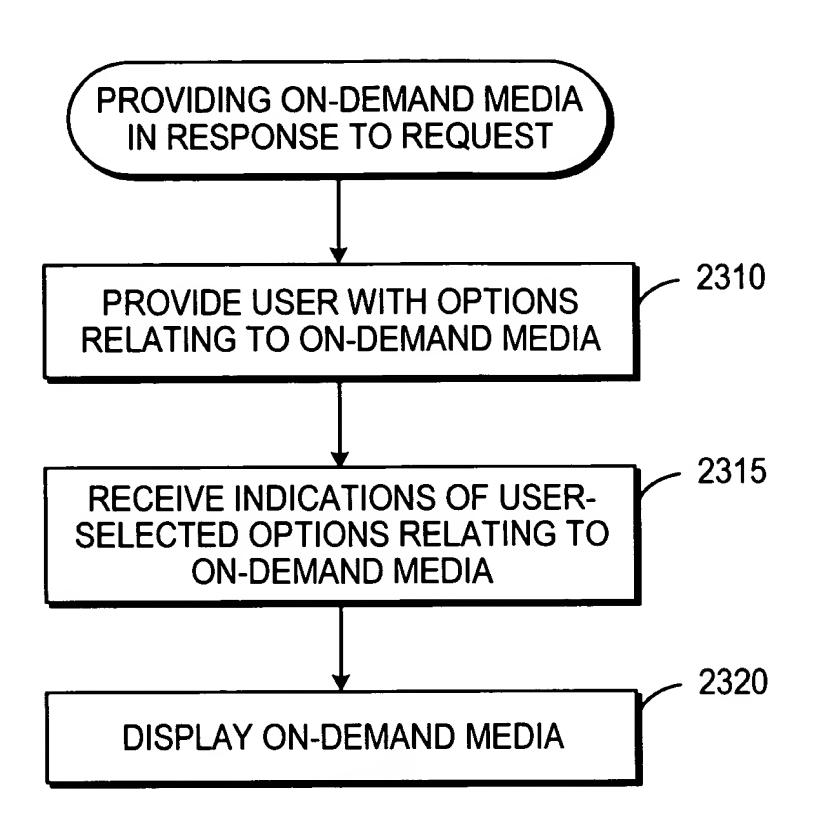


FIG. 23

: SYSTEMS AND METHODS FOR SUPPLEMENTING ON-DEMAN **ZEDIA** For Sheet 28 of 28 : Pejman Sharifi, Reg. No. 45,097, Tel: (212) 596-9000 Attorney 28/28 PROVIDE SUPPLEMENTAL CONTENT TO USER FOR **ON-DEMAND MEDIA** 2410 PROVIDE USER WITH **OPTIONS RELATING TO** SUPPLEMENTAL CONTENT 2420 2415 IS RECEIVE INDICATIONS OF **METADATA USER-SELECTED OPTIONS EMBEDDED IN** NO **RELATING TO** ON-DEMAND SUPPLEMENTAL CONTENT MEDIA? YES 2425 VIEW METADATA EMBEDDED IN ON-DEMAND MEDIA 2430 **PRIOR** TO VIEWING NO→ ON-DEMAND MEDIA? YES 2435 LOCALLY CACHE SUPPLEMENTAL CONTENT 2440 **DISPLAY SUPPLEMENTAL** CONTENT

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FIG. 24